



# Station Order Add to Schedule Heinrich for Senate 2012

**Market:** Albuquerque

**Flight Dates:** Thursday, August 23, 2012 to Monday, August 27, 2012

Estimate ID

11669

**Contact:** Jim Giudicessi

**Email:** Jim.Giudicessi@krqe.com

**Phone:** 505-246-2222

**Fax:** 505-944-0259

**Direct:** 505-998-9530

## KASA-TV

Program Name	DP	Days	Length	Gross Rate	Thu Aug 23	Fri Aug 24	Sat Aug 25	Sun Aug 26	Mon Aug 27	Total
People's Court 1:00 PM 2:00 PM	DT	M-F	30	\$75.00 <b>\$75.00</b>	3	1				1
Funny Videos 4:00 PM 5:00 PM	EF	M-F	30	\$100.00 <b>\$300.00</b>	3	1	1		1	3
House 6:00 PM 7:00 PM	PA	Sa	30	\$100.00 <b>\$100.00</b>	5		1			1
Hotel Hell 7:00 PM 8:00 PM	PT	M	30	\$900.00 <b>\$900.00</b>	4				1	1
Bones 7:00 PM 8:00 PM	PT	F	30	\$500.00 <b>\$500.00</b>	3	1				1
KASA 9:30p News 9:30 PM 10:00 PM	LN	M-F	30	\$700.00 <b>\$2,100.00</b>	3	1	1		1	3
Saturday 9p News 9:00 PM 9:30 PM	LN	Sa	30	\$350.00 <b>\$350.00</b>	4		1			1
Saturday 9:30p News 9:30 PM 10:00 PM	LN	Sa	30	\$250.00 <b>\$250.00</b>	5		1			1
Sunday 9p News 9:00 PM 9:30 PM	LN	Su	30	\$900.00 <b>\$900.00</b>	3			1		1
Sunday 9:30p News 9:30 PM 10:00 PM	LN	Su	30	\$700.00 <b>\$700.00</b>	3			1		1
<b>Station Gross Totals</b>				<b>\$6,175.00</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>14</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

Date/Time Sent: 8/22/2012 9:28:20 AM

KASA-TV

Page 1 of 1

# Spot Manager: All, 08/23/12-08/27/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Heinrich for Senate (D)

Agency: Media Strategies & Research

Line: 1

Time Period: 1p-2p

200455	11669	08/23/12	:30	P3	1:20:36 PM 8/23-8/27	\$75.00
						\$75.00
						\$75.00

Line: 2

Time Period: 4p-5p

200455	11669	08/23/12	:30	P3	4:30:22 PM 8/23-8/27	\$100.00
200455	11669	08/24/12	:30	P3	8/23-8/27	\$100.00
200455	11669	08/27/12	:30	P3	8/23-8/27	\$100.00
						\$300.00
						\$300.00

Line: 3

Time Period: 6p-7p

200455	11669	08/25/12	:30	P5	8/23-8/27	\$100.00
						\$100.00
						\$100.00

Line: 4

Time Period: 7p-8p

200455	11669	08/27/12	:30	P4	8/23-8/27	\$900.00
						\$900.00
						\$900.00

Line: 5

Time Period: 7p-8p

200455	11669	08/24/12	:30	P3	8/23-8/27	\$500.00
						\$500.00
						\$500.00

Line: 6

Time Period: 930p-10p

200455	11669	08/27/12	:30	P3	8/23-8/27	\$700.00
200455	11669	08/23/12	:30	P3	9:37:26 PM 8/23-8/27	\$700.00
200455	11669	08/24/12	:30	P3	8/23-8/27	\$700.00
						\$2,100.00
						\$2,100.00

Line: 7

Time Period: 9p-930p

200455	11669	08/25/12	:30	P4	8/23-8/27	\$350.00
						\$350.00
						\$350.00

Line: 8

Time Period: 930p-10p

200455	11669	08/25/12	:30	P5	8/23-8/27	\$250.00
						\$250.00
						\$250.00

Line: 9

Time Period: 9p-930p

200455	11669	08/26/12	:30	P3	8/23-8/27	\$900.00
						\$900.00
						\$900.00

Line: 10

Time Period: 930p-10p

200455	11669	08/26/12	:30	P3	8/23-8/27	\$700.00
						\$700.00
						\$700.00

[Sorted by: Line]

# Spot Manager: All, 08/23/12-08/27/12



Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Heinrich for Senate (D)

Agency: Media Strategies & Research

									\$6,175.00
									\$6,175.00
									\$6,175.00
									\$6,175.00

[Sorted by: Line]

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> <b>KASA-TV      Albuquerque</b>	<b>Date:</b> <b>8/22/2012</b>
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I, Media Strategies and Research,  
 being/on behalf of: Martin Heinrich, a legally  
 qualified candidate of the Democratic political  
 party for the office of: U.S. Senate  
 in the General  
 election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:			Date of Last Broadcast:		
Thursday, August 23, 2012			Monday, August 27, 2012		

**Total Charges: \$6,175.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Wednesday, August 22, 2012

Date

*Arthur A. Whitlow*

Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title